

Hotel Le Bleu Brings Home Silver in Annual W3 Awards for Website Design

November 2, 2009

Brooklyn, New York — **Hotel Le Bleu** has been honored with a 2009 W3 Award for creative excellence for its website, www.hotellebleu.com. Designed by TRAVELCLICK, the leader in hotel ecommerce solutions, Hotel Le Bleu's site was a Silver Award winner in the Hotel and Lodging category. The website won for its creativity, usability, navigation, functionality, visual design, and ease of use—all key factors for delivering a compelling consumer experience online.

Sanctioned and judged by the International Academy of Visual Arts (IAVA), this year's W3 Awards program drew nearly 3,000 entries from around the world. The awards honor outstanding websites, Web marketing, and Web video created by some of the best interactive agencies, designers, and creators worldwide. Hotel Le Bleu was one of 18 TRAVELCLICK-created websites to receive awards in the 2009 competition, all designed by TRAVELCLICK's premier Digital Agency.

"The energy behind Hotel Le Bleu's website has been exciting. Taking the site from inception to a fully integrated marketing and information tool has been a collaborative effort with our entire team at Globiwest Hospitality. I'm proud of our staff at the hotel as we welcome guests with open arms and see the online efforts pay back" said Dev Dugal, VP, Marketing and IT at Globiwest Hospitality.

"We were incredibly impressed by the quality and creativity of this year's entries," said Linda Day, the executive director of the IAVA. "On behalf of the entire Academy, we congratulate this year's W³ Award winners as they continue to advance Internet creativity and greatly contribute to the robust and ever-changing online community."

For a complete list of W3 Award winners, visit www.w3award.com.

About Hotel Le Bleu

hotel le bleu is owned and managed by Globiwest Hospitality Group, a second generation family-owned hotel development and management corporation headquartered in Artesia, California. Globiwest provides operations, marketing and distribution services to its diverse portfolio of recognizable hospitality brands and franchises such as: Carlson, Choice, Hilton, IHG and Marriott Hotels. The company's properties are located throughout the United States. Most recently the company launched the first of two in a collection of new boutique hotels in Park Slope and Williamsburg, Brooklyn; trendy neighborhoods in a borough of New York City within close proximity to Manhattan. *hotel le bleu* and *hotel le jolie* feature sleek, comfortable contemporary décor and design, state-of-the-art technology, impeccable service and cutting edge culinary options. Globiwest is a member of the American Hotel & Lodging Association and Hospitality Sales & Marketing Association (HSMIA) – NY Chapter. The company is also proud sponsors of the Brooklyn Chamber of Commerce, NYC & Company, Brooklyn Philharmonic & Brooklyn Academy of Music. **Contact Globiwest at www.globiwest.com or 562-402-6191.**

About TRAVELCLICK, Inc.

TRAVELCLICK, the leader in hotel ecommerce solutions, provides a continuous flow of high-value online bookings to hotels worldwide. A uniquely comprehensive one-stop solution, TRAVELCLICK offers business intelligence, distribution, and digital marketing solutions delivered with personal attention and local market expertise. With revenue optimization experts in every global market, we help our clients make better business decisions, generate greater demand from the right mix of channels, convert more shoppers to high-value guests, and increase revenue and profitability. Serving the hospitality industry since 1999, TRAVELCLICK has more than 15,000 customers in 140 countries with offices in Baltimore, Barcelona, Chicago, Dubai, Houston, Phoenix, Melbourne, Shanghai, and Tokyo.

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